Squamish–D’Arcy Bikeway: Cycle Tourism Economic Research

Prepared in April 2026 by BC Cycle Tourism Society (heather@bccycletourism.ca)

Document history

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April 16, 2026	Initial version shared

Overview document and Companion Appendices document available.

1. Economic Evidence from Comparable Trails

No direct economic projection exists for the Squamish–D'Arcy corridor. What follows is a set of reference points from comparable trails with current data, intended to calibrate expectations rather than predict a specific figure.

Five trails form the primary reference set. All have economic data from 2021 or later, covering the period in which e-bike adoption, the 65+ touring cohort, and cycle tourism's maturation as a commercial sector have shifted spending patterns from earlier studies. Legacy data from before this period is not used to anchor argument here.

Reference trails

Trail	Length	Annual use	Economic impact	Data year	Relevance
Great Allegheny Passage (PA–MD)	241 km	~1M (2019)	CAD $166M; nearly 1,400 jobs	2020–21 (Fourth Economy)	Metro anchor plus post-industrial trail-town corridor; Trail Town Program has driven economic revitalization of small communities
C&O Canal Towpath (MD–DC)	297 km	4.4M NPS visits	CAD $198M; 976 jobs	2024 (NPS VSE)	Metro anchor plus rural towpath; cyclists stay mainly in B&Bs, inns, and motels in gateway towns, with NPS hiker-biker campsites at roughly 8 km intervals as an alternative
KVR Penticton–Kelowna (BC)	~80 km	107,000+ annual trips	CAD $24M total impact; CAD $18.7M direct spending	2024–25 (TOTA)	Same province; most recent BC touring data; Okanagan-based catchment
P'tit Train du Nord (QC)	200 km	~2M passages	CAD $68M economic returns; CAD $101M visitor spending; 815 jobs	2022 study, 2024 counter data	Only Canadian trail with published jobs data; resort anchor plus Montreal metro catchment
Alps 2 Ocean (NZ)	316 km	100,000+ riders/year; 40% international	CAD $1,527 per person (double all-trails average); CAD $240 per person per night	2023 NZCT survey	Length approximates a Squamish–D'Arcy corridor with extensions; current e-bike era data

A note on methodology. The five studies use different models. The GAP uses Fourth Economy's trail-tourism methodology. The C&O uses the National Park Service's Visitor Spending Effects model (VSE). The KVR, P'tit Train, and A2O each use their own frameworks. Each uses an established, documented methodology, but the figures are not directly additive or strictly comparable. The C&O visitor count includes all park visits, not cycle tourism specifically. The P'tit Train passage count includes all users (cyclists, walkers, snowmobilers). The P'tit Train du Nord reports both retombées économiques (economic returns, $68M) and total visitor spending ($101M); both figures are shown in the table. Dollar figures are converted to CAD at April 2026 rates (USD/CAD 1.375; NZD/CAD 0.80).

GAP and C&O as a single corridor

Although measured separately, the GAP and C&O function as one 540 km corridor in practice. Cyclists routinely ride both, often on the same trip, with Cumberland as the hinge point. Amtrak's Capitol Limited parallels the route with roll-on bike service, enabling ride-one-way, train-return itineraries that have become central to the corridor's usage pattern.

The two segments demonstrate two economic models a single corridor can support. The GAP runs through small former coal and steel towns such as Connellsville, Meyersdale, Frostburg, and Cumberland. The Trail Town Program, launched in 2007, guided these communities through transformation from industrial decline to tourism economies. B&Bs, bike shops, restaurants, and craft breweries now form the core of local business activity. The C&O is more rural, running along the Potomac through long forested stretches. Cyclists on the C&O stay mainly in historic inns, B&Bs, and motels in gateway towns such as Harpers Ferry, Shepherdstown, Williamsport, and Hancock. NPS hiker-biker campsites are a common alternative for riders preferring a camping itinerary.

The Squamish–D'Arcy corridor has a comparable structural split. The southern section (Squamish, Whistler, Pemberton) has the commercial density to support a trail-town economic model. The northern section (Mount Currie, D'Arcy) is rural and could develop either a town-lodging model, a camping-forward model, or both. The GAP/C&O is the closest operating analog showing both models on one continuous corridor.

Applying the reference set to Squamish–D'Arcy

Visitor volume on Squamish–D'Arcy is likely to sit between the KVR's 107,000 annual trips and P'tit Train's roughly 2M passages on opening, with upside over time. Three factors suggest the higher end of this range is reachable.

The catchment is substantial by rail-trail standards. Metro Vancouver has more than 3M residents, with Vancouver Island adding roughly 870,000 within ferry reach. This is smaller than Montreal's catchment for the P'tit Train (4.3M metro) and smaller than the GAP/C&O's combined Pittsburgh-plus-DC catchment. It is substantially larger than the Okanagan catchment that supports the KVR. Relative to rail trails generally, Squamish–D'Arcy sits in the upper tier of catchments.

YVR puts the trailhead within 90 minutes of a major international airport. Airport proximity is unusual for rail trails broadly, though present on the best-performing trails in this reference set: the GAP/C&O via PIT, BWI, and DCA, and the P'tit Train via YUL. The KVR and A2O do not have comparable international airport access. Squamish–D'Arcy would join the subset of rail trails with direct international gateway proximity, which correlates with stronger international visitor capture.

Whistler is an established world-class tourism town with over 2M annual visitors, and it sits directly on the corridor rather than as a detour. No other trail in the reference set has a tourism town of Whistler's scale and international profile on its route. This differs from the P'tit Train's Mont-Tremblant (a smaller resort village) and from the KVR's dispersed wine-region anchors.

Service level in the northern section is below all five reference trails at opening. Mount Currie and D'Arcy currently have minimal accommodation and food services. This is the norm for rail trails at opening, not a disqualifier. The GAP's Trail Town Program experience in Cumberland, Connellsville, and Frostburg offers the clearest documented path from pre-trail economic stagnation to a trail-based tourism economy, as does Maniototo's experience along New Zealand's Otago Central Rail Trail (Ranfurly, Ophir, Omakau). Rural supply sides typically mature as visitor demand becomes visible to operators, over a five to ten year horizon.

Per-visitor spending for multi-day visitors would reasonably fall in the range of CAD $800 to $1,500 per trip at current market rates. The NZCT all-trails average is CAD $768 per visitor. A2O, at the top end of the NZ range, is CAD $1,527. BC-specific evidence from the Shuswap North Okanagan Rail Trail finds touring couples spending CAD $150–400 per night on lodging and CAD $60–120 per day on meals, with the upper end reflecting Comfort-tier riders on B&B itineraries (Schoen 2025). A reasonable planning estimate for Squamish–D'Arcy is CAD $1,000–$1,400 per multi-day visitor trip, with the upper end depending on international mix and service tier availability.

Network maturation evidence

Per-trail figures understate the long-term economic case, because cycling trail economies grow as their regional networks mature. Two jurisdictions with population comparable to BC are informative.

New Zealand. The 23 Ngā Haerenga Great Rides generated CAD $1.02B in visitor spending for the year ending June 2025, up 35% from 2021. Trail-adjacent businesses grew from 1,600 in 2021 to 2,900+ in 2025. Per-visitor spending rose from NZD $892 to NZD $960+. After 17 years of network development, cycling tourism in New Zealand now exceeds the economic value of its cruise tourism and Māori tourism sectors. (NZCT 2025 Evaluation of Ngā Haerenga Great Rides; sector comparison per Cycle Journeys / MBIE, January 2026.)

Quebec. Cycling tourism in Quebec generated CAD $803M in tourism spending in 2024, including CAD $142M from out-of-province visitors. The sector supports nearly 6,400 jobs and contributes CAD $467M to provincial GDP. The Route Verte, at 5,300 km the longest designated cycling route in North America, has been coordinated by Vélo Québec since 1995. (Vélo Québec 2024 economic impact study.)

BC has population comparable to both jurisdictions. It does not yet have a provincial cycling tourism strategy, centralized network coordination, or systematic economic measurement for the sector. A sector coordination organization is forming in BC, though obviously at a much earlier stage than Vélo Québec's 30 years or NZCT's 17 (heather@bccycletourism.ca for more information). A single flagship corridor will not produce NZ or Quebec-scale outcomes in isolation, but those outcomes become available to BC on a 15 to 20 year horizon if flagship corridor investment is paired with provincial coordination.

Summary

The reference set suggests that Squamish–D'Arcy should open at visitor volumes and direct economic impact broadly comparable to the KVR and P'tit Train du Nord, with upside from its substantial metro catchment, its proximity to an international airport, and Whistler's anchor at the midpoint. Northern service infrastructure will lag other comparables at opening, which is standard for rail trails and addressable over a five to ten year horizon. Network-level outcomes comparable to New Zealand or Quebec are available to BC on a longer horizon, conditional on broader provincial investment.

2. What the Bikeway Addresses

The bikeway addresses three specific conditions along this corridor: severed First Nations walking pathways and under-capitalized Indigenous commercial infrastructure; small-community rural economies with limited visitor capacity; and a corridor-wide pattern of seasonal and demographic concentration in tourism. It addresses each in ways a passenger rail service cannot — by restoring movement along ancestral walking pathways at community speed, by extending visitor days in rural areas that need them, and by drawing a demographic that prefers shoulder-season travel.

First Nations Connections and Economic Presence

A bikeway is also a walkway. "Bikeway" is the framing for this corridor, but the underlying infrastructure is multi-use. First Nations communities along this route travelled these valley corridors long before the rail line was built — the rail line established a private right-of-way across ancestral territory that severed some of those walking connections. A separated, traffic-free path running from Squamish through Whistler, Pemberton, Mount Currie, and to D'Arcy restores non-motorized movement along that corridor. Communities along the northern corridor — particularly Mount Currie and D'Arcy — lack accessible, year-round active transportation infrastructure. A bikeway serves elders, children, and residents without cars in ways that a passenger train does not.

Similar visions exist elsewhere in BC. Elder xʷasteniya's Great Blue Heron Way project — reconnecting First Nations communities along waterside pathways "as they once were connected" — has seen a first 3 km built on Tsawwassen territory at the Fraser Estuary, with the larger vision extending through Musqueam, Squamish, and Tsleil-Waututh territories. Whether Nations along the Squamish–D'Arcy corridor would frame this bikeway in comparable terms is properly their decision, not ours to assert. What this does establish is that First Nations leadership in defining trail meaning and purpose is well-precedented in BC, and that cycle tourism benefits sit naturally within a larger cultural and reconnection frame rather than replacing it. (Trails BC / Tsawwassen First Nation — Great Blue Heron Way vision)

The economic presence is already on the ground. The two primary commercial stops at the rural end of the corridor — the Lil'wat-operated store at Mount Currie and the N'Quatqua-operated gas station, store, and post office at D'Arcy — are the only resupply points on the route. Any cyclist completing the route depends on First Nations-owned businesses to eat, fuel, and resupply. The Squamish Lil'wat Cultural Centre in Whistler, operated jointly by Squamish Nation and Lil'wat Nation since 2008, sits directly on the corridor; cyclists move through Whistler on flexible schedules, which favours unplanned cultural visits in ways car-based tourism does not. The bikeway increases the volume of customers arriving at Indigenous-owned infrastructure that already exists.

Political groundwork is in place. The January 2026 letter to Prime Minister Carney and Premier Eby on corridor preservation was co-signed by Lil'wat, Squamish, Tsal'alh, and Tsleil-Waututh First Nations alongside elected representatives. Scholz himself served as N'Quatqua First Nation Administrator (2010–11) and has direct community relationships at the terminus. Partnership models at the BC corridor level now routinely include co-ownership and revenue participation.

Rural Economic Development

The bikeway creates the visitor demand that lets rural communities along the corridor build economies at a scale they cannot currently reach. Mount Currie and D'Arcy have minimal accommodation and food services — not because the communities lack interest, but because there is no sustained visitor volume to support investment. Research across comparable corridors is consistent: small rural communities transform when trails open. The Maniototo subregion of Central Otago in New Zealand — Ranfurly, Ophir, Omakau, comparable in scale to Mount Currie and D'Arcy — stagnated for a decade before the Otago Central Rail Trail opened. Within a few years, accommodation quality had improved, new tourism products had emerged, and local businesses had revived. (Bergen, Otago community study)

The cyclists this corridor would attract are a meaningful segment for rural communities. Comfort-tier touring cyclists — older, $75–100+/day, preferring B&Bs or motels, riding 50–75 km/day — have the highest per-night economic impact on rural communities. Current BC evidence from the Shuswap North Okanagan Rail Trail confirms the range: touring couples spend $150–400/night on lodging and $60–120/day on meals. (Beierle 2011; Schoen 2025)

Entry-level economic participation is low-barrier: a farmstand at the N'Quatqua store in D'Arcy, or a produce stand at Mount Currie, requires little capital investment and captures immediate spending from passing cyclists. Appendix B documents the fuller evidence base.

Demographic Diversification and Shoulder Season

The bikeway brings the corridor a visitor demographic it currently cannot reach, in months when existing infrastructure has capacity. Squamish and Whistler both skew toward younger adventure tourists — rock climbers, MTB riders, skiers — concentrated in summer and winter peaks. The multi-day cycle tourist is almost the demographic mirror image: 45–65+, 47% retired, 61% with household income over $100K, 65% spending over $100/night on accommodation. They fill hotel rooms mid-week in September, not weekend nights in August. The bikeway accesses this market without competing with existing adventure or ski tourism for the same infrastructure or season. (Ontario By Bike 2025) No comparable BC-specific demographic survey exists; Ontario data is the closest available Canadian proxy.

Shoulder season is not a discount strategy for this segment — it's their preference. Research consistently finds cycle tourists actively prefer cooler temperatures, uncrowded trails, and lower accommodation prices. Whistler already runs shoulder-season marketing.

Cycle tourists are also, on a per-visitor basis, measurably higher-value than average tourists. Statistics Canada's National Travel Survey finds that cycling visitors to Ontario spend $537 per trip compared to $421 for non-cyclists — a 28% premium — and stay 45% longer (4.2 nights vs. 2.9 nights). For same-day visitors, the gap is larger: $337 per cycling day trip vs. $114 for non-cyclists, nearly three times the spending — a figure directly relevant to the Metro Vancouver day-trip market this corridor would serve. Sixty-one percent of cycling visits are overnight, compared to 35% for non-cyclists; cyclists convert to overnight stays at nearly twice the rate. The pattern holds internationally: Italy reports a 59% daily spending premium for bicycle tourists over general tourists (ISNART 2024), France 24% (Grand View Research 2025), Quebec 26% (Vélo Québec). On comparable New Zealand trails, international cycle tourists — 19% of riders — generate 73% of total spending. Adventure travel — the category cycling tourism falls within — retains approximately 65% of visitor spending in the destination economy, compared to roughly ~5% for mass tourism (Adventure Travel Trade Association). On this corridor, where the commercial infrastructure is locally owned and the accommodation is independent, the retention rate is likely at the upper end of that range. *(Statistics Canada, National Travel Survey 2022 / MTCS; ISNART 2024; NZ MBIE 2009; Adventure Travel Trade Association; Ontario By Bike 2025)*

Emergency Access

Highway 99 is the sole road access to Squamish, Whistler, Pemberton, and communities north to D'Arcy. Closures due to rockslides, weather events, and accidents are frequent and can isolate these communities for hours or longer. The Sea to Sky Multimodal Evacuation Plan models approximately 12–15 hours to evacuate Squamish and 15–20 hours for Whistler on a peak day. Forest service roads are designated "a very last resort." Rail requires approximately two hours from Squamish to North Vancouver at current speed limits. The Plan already identifies the Whistler Valley Trail as an alternate emergency access and egress route, and limited sections of the Squamish Corridor Trail as appropriate for emergency vehicle access. (Sea to Sky Multimodal Evacuation Plan, 2019; Pique Newsmagazine, May 2019)

A bikeway built to a width and grade that accommodates emergency vehicles — as the Millar Creek Valley Trail section of Whistler's Valley Trail network already demonstrates — provides road-vehicle-compatible emergency access for ambulances, fire trucks, and evacuation when the highway is closed. This does not require highway-standard construction; it requires that the design decision is made before the surface is built to a lighter specification.

3. Economic Amplifiers

Three corridor features amplify the economic case further: Metro Vancouver as the largest single cycling catchment in BC, e-bike market fit that matches both the grade and the demographic, and a two-trail configuration that extends visitor stays and captures return trips.

Metro Vancouver Catchment and Whistler Anchor

Squamish is roughly an hour from central Vancouver — a 65 km drive on Highway 99, or a direct bus from downtown with multiple daily departures. Metro Vancouver's more than 3 million residents and Vancouver Island's 870,000 are the largest single cycling catchment for any BC trail project. These are residents who could take multi-day cycling trips on this corridor rather than flying elsewhere — and day-trippers whose return visits over time build the local demand base that mature cycling trails depend on. YVR serves over 26 million passengers annually, putting the trailhead within about 90 minutes of a major international airport.

Whistler sits at the corridor's midpoint with 2M+ visitors per year and year-round tourism infrastructure. Visitors already in Whistler can add a bikeway day to an existing trip without booking a separate holiday — extending average stay and spending in the corridor without requiring new visitor acquisition.

E-Bike Market Fit

The corridor's economic performance should exceed what the Section 1 comparables suggest, because the e-bike market fit here is unusually strong. Three mechanisms compound.

E-bikes expand who can ride. Ontario cycle tourist surveys show 28% of cycle tourists now own e-bikes, up from 17% in 2021, concentrated in the 65+ cohort. The 2.2% rail grade is gentle enough for conventional cyclists, but an e-bike removes effort as a barrier. Occasional cyclists, older adults, and mixed-ability groups who would self-select out of a multi-day trip become viable riders on this one. (Ontario By Bike 2025)

E-bike riders buy more services, delivered locally. The e-bike demographic is more likely to book guided or self-guided packages, luggage transfer, and e-bike rental. Unlike resort tourism, where much of the spending leaves the region before the traveller arrives, these services are delivered by local rental operators in Squamish, Whistler, and Pemberton, and by BC-based guides and shuttle operators. Every service tier layered onto a trip compounds local economic return.

E-bikes widen lateral catchment. A tired cyclist skips the brewery in town or the farm stand down a side road. An e-bike rider doesn't. Benefit extends beyond the flat rail bed to anything within a short detour, most pronounced in Squamish and Pemberton where tourism businesses spread across rolling terrain.

Two-Trail Loop Configuration

The Sea to Sky Trail runs the Squamish–Pemberton section of the corridor at a gravel singletrack standard. Two trails sharing endpoints and nightly stops, but offering meaningfully different surfaces, is an uncommon configuration in cycle tourism. Three mechanisms compound.

Mixed-ability groups can travel together. Fit road cyclists and cautious partners, or touring riders alongside recreational ones: each rides their appropriate trail through the day and converges at the same accommodation every evening. Most multi-day trails serve one market or force compromises. This corridor could serve both on the same trip.

The two trails form a loop. For riders comfortable on both surfaces, the bikeway northbound and the Sea to Sky Trail southbound (or vice versa) create a self-contained loop with no car shuttle or train schedule required. The loop extends the total trip by the return leg, adding nights of accommodation, meals, and local spending in the same communities.

Repeat trips are structural, not manufactured. In Italy, 22% of foreign bicycle tourists are repeat visitors to the same destination (ISNART 2024) — and that figure reflects conventional single-trail corridors. A two-trail corridor gives riders a built-in reason to return: riders who ride the bikeway first have a concrete reason to come back for the Sea to Sky Trail, or to complete the full corridor in the opposite direction. The second trip is built into the product.

4. Extension Scenarios

The proposed bikeway runs Squamish to D'Arcy. That is the right first segment. The full corridor vision that has been publicly described extends from Park Royal in West Vancouver to Lillooet — approximately 240 km along the rail corridor (Pique Newsmagazine, January 2026; CN Squamish Subdivision milepost data). This section is not an argument for building the extension. It flags that corridor-preservation decisions made now should not foreclose it.

The gamechanger is the West Vancouver-to-Squamish stretch. The RBC GranFondo Whistler, which runs this corridor on the Sea to Sky Highway, has been named the #1 GranFondo in North America five times in the past six years by Gran Fondo Guide (Endurance Sportswire, January 2025). Canadian Cycling Magazine describes the course as a "world-class riding experience" (2024). Thousands of cyclists from around the world pay to ride this corridor one day per year for the only traffic-free window available to them. A separated paved path on the adjacent rail alignment would make that experience available every day of the riding season — and accessible to cyclists who are not Fondo-level road racers. The GranFondo's elevation profile and shared-road surface filter the experience to endurance athletes. A flat rail-grade path opens the same scenery to families, older riders, e-bike users, and multi-day tourists — the demographics identified in Section 2 as the core of the cycle tourism market.

The extended corridor would combine four conditions that rarely co-occur: length sufficient for multi-day touring, scenic quality of the first rank, proximity to a major North American metro, and a separated flat rail-grade surface. Long rail-trails exist. World-famous scenic corridors exist. Urban-accessible cycling paths exist. A single route combining all four goes on every international cycle tourist's bucket list.

Southward: Squamish to Park Royal (~55 km)

Park Royal sits at the northern foot of the Lions Gate Bridge — roughly a 20-minute ride from downtown Vancouver via the Stanley Park Seawall on existing separated cycling infrastructure. A trail starting there has effectively no transport friction for Metro

Vancouver's more than 3M residents. Combined with the Squamish-to-D'Arcy segment, the result is an approximately 185 km trail accessible by bike, transit, or car from the Lower Mainland. The section near Porteau Cove, where the Sea to Sky Highway runs along Howe Sound on cliff faces with limited shoulder, is the Southward extension's significant engineering challenge.

Northward: D'Arcy toward Lillooet and beyond (~54 km to Lillooet)

The full CN Squamish Subdivision runs 251 km from North Vancouver to Lillooet; the broader corridor continues to Prince George. At this scale the rail-and-trail dual-mode model — ride one direction, return by train — becomes a defining feature, differentiating this corridor from every rail-conversion trail in Section 1. Seton Lake, where a narrow valley leaves limited room for a separate cycling right-of-way, is the Northward extension's significant engineering challenge.

The Tsal'alh Seton Train, a road-rail bus operating between Lillooet and Seton Portage as a CN–Tsal'alh First Nation partnership, is the most direct evidence that this corridor already moves people through terrain that resists conventional solutions. It is primarily a community lifeline for isolated First Nations residents of Seton Portage and Shalalth, and CN's corridor exit directly threatens it. The service matters to corridor preservation on First Nations equity grounds independent of any cycling consideration.

Pinch points and documented precedent

Both pinch points — Porteau Cove in the south, Seton Lake in the north — fall into a category that cycling trail builders have confronted and solved internationally, in many different ways. The question is not whether they can be overcome. It is whether the corridor's right-of-way is preserved so that the options for solving them remain available. Once a corridor is lost, extensions become effectively impossible.

Approaches with documented precedent, any of which might be relevant to some section of the corridor:

- **Highway-shoulder paths and dedicated cycling lanes** where available shoulder or adjacent land permits separation from traffic.
- **Cycling ferry.** Sicamous Ferry Society operates a free volunteer-staffed cycling ferry on the Shuswap, April–September.
- **Bikes aboard passenger rail.** Any new service should accommodate touring bikes and e-bikes from day one; retrofitting later is significantly more expensive. 35–40% of German multi-day cycle tourists already travel to and from their trips by train or public transport (ADFC Fahrradreisemonitor 2024).
- **Road-rail transport.** A road-rail bus already operates on this corridor between Lillooet and Seton Portage. The vehicle category and the right-of-way exist.
- **Shuttle van transfers** for short impassable gaps. The Province of BC already operates a free cyclist shuttle through the George Massey Tunnel — proven BC precedent for a government-operated gap-bridging service.

- **Cantilevered or suspended paths** built from rock faces, retaining walls, or rail corridor edges — in operational use on scenic corridors internationally.
- **Grade-separated cycling bridges** where terrain permits.
- **Emerging autonomous small-scale transport.** New Zealand is piloting electric shuttle pods (Ohmio) and cable-pod systems (Queenstown's Whoosh, opening 2027) for exactly this category of terrain gap.

None of these are proposed solutions for this corridor. They are evidence that the category of problem — moving cyclists through terrain that does not support a conventional trail at grade — has been solved many times, in many ways. Most long-distance cycling trails, including several comparables cited earlier in this document, incorporate sections of road detour, shared surface, or shuttle transfer where terrain or cost prevents full separation — and the economic impact still materializes.

Some of these solutions carry significant capital costs. For a corridor with the scenic profile and metropolitan proximity described in this section, the return-on-investment case for even the most expensive options warrants serious assessment rather than dismissal on cost grounds alone.

The pinch points are not reasons to forgo the longer vision. They are reasons to preserve the corridor now, so the full range of options stays on the table when the time comes to build.

5. Support from the BC Cycle Tourism Sector Organization

The design, implementation, and marketing of this bikeway will benefit from a nonprofit provincial cycle-tourism sector-development organization currently getting off the ground: BC By Bike (BCBB). It is modelled after the cycle tourism coordination organizations NZCT Inc in New Zealand and the cycle-tourism arm of Vélo Québec, and aims to support partnership, standards, promotion, and advocacy for the cycle tourism sector in BC. This bikeway is obviously of great interest.

In addition to synthesizing cycle tourism research, as compiled in this report, BCBB will be positioned to help in a few concrete ways, including:

Measurement infrastructure. BCBB can design trail counter placement and an ongoing visitor survey program for the corridor, built to generate systematic economic data from opening day. A corridor that measures from day one strengthens every future funding application it makes.

Accreditation frameworks for communities starting from zero. An accommodation accreditation model can be designed to work from opening day, especially in communities with limited existing tourism capacity: D'Arcy and Mount Currie. The value is not the accreditation badge itself; it is the structured process that helps small operators invest at the right level for their community's stage of trail maturity.

Marketing as part of a provincial offering, reaching international audiences. A single corridor marketed in isolation competes for attention against established international cycling destinations. A corridor marketed as part of a provincial cycling tourism brand — with presence on digital cycle tourism platforms, in international cycling media, and in multiple languages — reaches the international visitor segment that generates disproportionate economic return.

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